I think that its a bad idea to let media companies control such a large part of a market. Look at clear Channel here in Minneapolis; The only entity benefiting from their plurality of market share is Clear Channel. The quality of their programming is subpar at best, and with a hefty market saturation they will have a completely captive audience to hawk their "fat busting" minerals and such. There has to be a balance in any system, if this is passed then perhaps a provision to allow "micro", or low watt, broadcasting should be as well. The spectrum should be there for the use of the people of the USA, NOT for marketing.